35. The visual display unit as claimed in claim 22, wherein said emissive layer is a polarised TOLED emissive layer located between a front screen and a rear screen, wherein said visual display unit further includes;

a wire grid polariser interposed between the TOLED and the front screen.

36. The visual display unit as claimed in claim 35, further including an optical retarder interposed between the TOLED and the rear screen.

37. The visual display unit as claimed in claim 36, wherein the optical retarder is a quarter wave retarder.

38. The visual display unit as claimed in claim 35, wherein a polarisation axis of the wire grid is arranged to reflect polarised light emitted from the TOLED back through the TOLED towards the rear screen.

39. The visual display unit as claimed in claim 35, wherein light reflected from said wire grid polariser passes through an optical retarder before being reflected by said rear screen.

40. The visual display unit as claimed in claim 36, wherein light reflected by the rear screen passes a second time through the optical retarder, and the TOLED, before passing through the wire grid polariser and the front screen.

41. The visual display unit as claimed in claim 39, wherein light reflected from said wire grid polariser is then reflected by said rear screen.

42. The visual display unit as claimed in claim 41, wherein light reflected by the rear screen passes through the TOLED, before passing through the wire grid polariser and the front screen.

43. The visual display unit as claimed in claim 22, wherein said screens are liquid crystal displays.

44. The visual display unit as claimed in claim 22, wherein said rear screen is a cholesteric LCD display.

45. The visual display unit as claimed in claim 22, wherein said first screen reflects between 10-100% of incident illumination.

46. The visual display unit as claimed in claim 22, wherein one or more additional screens may be located between the said front and rear screens.

47. An illumination assembly for use in a visual display including;

a polarised transparent organic light emitting diode (TOLED) and a wire grid polariser located between the TOLED and an observer viewing the visual display unit.

48. The illumination assembly as claimed in claim 47 wherein said assembly further includes an optical retarder between the TOLED and a rear of the display.

49. A method of re-cycling light for display illumination in a visual display unit including;

two or more at least partially overlapping display screen(s) located in distinct focal planes, at least one said screen being at least partially transparent;

a polarised transparent organic light emitting diode (TOLED) located between said screens;

a wire grid polariser interposed between the TOLED and a front screen,

wherein a polarisation axis of the wire grid is arranged to reflect polarised light emitted from the TOLED back through the TOLED towards the rear screen;

said method including:

emitting polarised light from both sides of the TOLED;

reflecting from the wire grid polariser the light emitted towards the front screen, and then

reflecting the light from said rear screen before being passed through said TOLED and said front screen.

50. The method claimed in claim 49, wherein said screen further includes an optical retarder interposed between the TOLED and a rear screen, said method including:

passing the light reflected from said wire grid polariser through an optical retarder before being reflected by said rear screen;

passing the light reflected from rear screen through said optical retarder for a second time before being reflected by said rear screen.

51-54. (Cancelled)

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